

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|----------------------------|--|--|--------------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Moll Anderson Home, LLC | | 05/31/2011 | LIMITED LIABILITY COMPANY: TENNESSEE |
| RECEIVING PARTY DATA | | | |
| Name: | Moll Anderson Productions, LLC | | |
| Street Address: | 265 Brookview Town Centre Way | | |
| Internal Address: | Suite 501 | | |
| City: | Knoxville | | |
| State/Country: | TENNESSEE | | |
| Postal Code: | 37919 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: DELAWARE | | |
| PROPERTY NUMBERS Total: 14 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 78593182 | CHANGE YOUR HOME CHANGE YOUR LIFE | |
| Registration Number: | 3808561 | CHANGE YOUR HOME CHANGE YOUR LIFE | |
| Registration Number: | 3367106 | MOLL ANDERSON HOME | |
| Registration Number: | 3769355 | PRESCRIPTIONS OF COLOR | |
| Registration Number: | 3304687 | ATMOSPHERE THERMOSTAT | |
| Serial Number: | 85189375 | CHANGE A ROOM, CHANGE YOUR LIFE | |
| Serial Number: | 85189367 | CHANGE YOUR HOME, CHANGE THE WORLD | |
| Serial Number: | 85189362 | CHANGE YOUR ROOM, CHANGE YOUR LIFE | |
| Serial Number: | 85189351 | CHANGE YOUR HOME, CHANGE YOUR LIFETIME | |
| Serial Number: | 85153832 | THE SEDUCTIVE HOME | |
| Serial Number: | 85149981 | CHANGE YOUR HOME, CHANGE THE WORLD | |
| Serial Number: | 78956381 | PRESCRIPTIONS OF COLOR | |
| Serial Number: | 77563268 | ANDERSON WORLD MEDIA | |

TRADEMARK

Serial Number:

77194034

CHANGE YOUR HOME, CHANGE THE WORLD

CORRESPONDENCE DATA

Fax Number: 6157420410

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 615-742-7760

Email: trademarks@bassberry.com

Correspondent Name: Robert L. Brewer

Address Line 1: 150 3rd Avenue South

Address Line 2: Suite 2800

Address Line 4: Nashville, TENNESSEE 37201

ATTORNEY DOCKET NUMBER:

115372-155

NAME OF SUBMITTER:

Robert L. Brewer

Signature:

/Robert L. Brewer/

Date:

04/16/2012

Total Attachments: 7

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INTELLECTUAL PROPERTY ASSIGNMENT

THIS INTELLECTUAL ASSIGNMENT (this "Assignment") is effective as of May 31, 2011, by and between Moll Anderson Home, LLC, a Tennessee limited liability company ("Assignor"), and Moll Anderson Productions, LLC, a Delaware limited liability company ("Assignee"). Assignor and Assignee are referred to herein individually as "Party" and collectively as "Parties".

WHEREAS, Assignor and Assignee are parties to that certain Bill of Sale dated May 31, 2011 (the "Agreement"); and

WHEREAS, pursuant to the Agreement, Assignee acquired all rights to all intellectual property of Assignor (the "Intellectual Property"), including all trademarks and service marks of Assignor, whether the subject of registrations or common law rights, including without limitation, the trademark and service mark registrations identified on Schedule 1 attached hereto and incorporated by this reference (hereinafter referred to as the "Marks"); and

WHEREAS, the Parties desire to enter into this Assignment to effect the purposes contemplated by the Agreement and for the purposes of assigning the Marks and all goodwill related to or symbolized by such Marks from Assignor to Assignee as the successor to Assignor's business.

NOW, THEREFORE, in consideration of the foregoing, the Parties hereby agree as follows:

1. Assignor hereby sells, transfers, conveys, assigns, and delivers to Assignee, and Assignee hereby accepts, all rights, titles, and interests in and to the Intellectual Property, including the Marks, throughout the world, together with the goodwill of the business symbolized by the Marks, including without limitation, any and all causes of action and other rights assertable under the Intellectual Property, including the Marks, the right to sue third parties for infringement of or improper activities regarding the Intellectual Property, including the Marks, and the right to enjoy all of the monetary benefits obtained as a result of any litigation, the same to be held and enjoyed by Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor had this Assignment not been made.

2. At any time on or after the date of this Assignment, Assignor agrees to execute and deliver all such further transfers, assignments, conveyances and assurances and take or cause to be taken such actions as may reasonably be requested by Assignee to obtain the full benefit of this Assignment. Assignor further covenants that Assignee will, upon request and without further consideration, be provided promptly with all pertinent facts, documents and specimens relating to the Intellectual Property, including the Marks and all legal equivalents as may be known or accessible to Assignor.

3. It is expressly acknowledged that with respect to the Marks for which registration is being sought in the U.S. under the intent-to-use provision of the Trademark Act (15 U.S.C. §1051(b)), Assignor hereby represents that Assignee is the successor to the portion of Assignor's ongoing and existing business to which the application and the Mark pertain.

4. The terms of the Agreement are incorporated herein by this reference. This Agreement shall be binding upon and inure to the benefit of the parties to this Agreement and their respective successors and permitted assigns. Except to the extent that federal law preempts state law with respect to the matters covered hereby, this Assignment, and any claims that arise out of or result from this Assignment, shall be governed and construed in accordance with the laws of the State of Tennessee.

[Signature Page Follows]

IN WITNESS WHEREOF, the Parties have duly caused the execution of this Assignment by their duly authorized representative or officer, as of the day and year first above written to be effective as of the effective date of the Agreement.

Assignor: Moll Anderson Home, LLC

Moll Anderson
By: Moll Anderson
Title: CEO

Assignee: Moll Anderson Productions, LLC

Moll Anderson
By: Moll Anderson
Title: CEO

SCHEDULE 1**Trademark Applications and Registrations**

| Mark | Serial No. Registration No. | Goods and/or Services | Application Date Registration Date |
|---|--------------------------------|--|---------------------------------------|
| CHANGE YOUR HOME CHANGE YOUR LIFE | 78593182 3541806 | Class 16: Series of books in the field of interior design; magazines in the field of interior design, home care, decorating, gardening, entertaining; newspaper and magazine columns in the fields of interior design, home care, decorating, gardening, entertaining. | March 23, 2005 December 2, 2008 |
| CHANGE YOUR HOME CHANGE YOUR LIFE | 7859179 3808561 | Class 2: Paint, namely, interior and exterior paints, spray paints for crafts, paint for artists, varnish and varnish stain. Class 24: Bed sheets and towels. Class 41: Ongoing television show featuring interior design, home care, decorating, gardening and entertaining. Class 42: Providing information about interior design and decorating via a global computer network. Class 43: Providing information about entertaining, namely, menus and recipes, via a global computer | March 23, 2005 June 22, 2010 |

| Mark | Serial No. Registration No. | Goods and/or Services | Application Date Registration Date |
|------------------------------------|--------------------------------|---|---|
| | | network. Class 44: Providing information about gardening via a global computer network. | |
| MOLL ANDERSON HOME | 78910454 3367106 | Class 42: Providing information about interior design and decorating. | June 16, 2006 January 8, 2008 |
| PRESCRIPTIONS OF COLOR | 78774121 3769355 | Class 42: Interior decorating and design services. | December 15, 2005 March 30, 2010 |
| ATMOSPHERE THERMOSTAT | 78914640 3304687 | Class 9: Musical sound recordings, namely, audio and video cassettes, compact discs, digital versatile discs and videotapes featuring instrumental and vocal music; downloadable music. | June 22, 2006 October 2, 2007 |
| CHANGE A ROOM, CHANGE YOUR LIFE | 85189375 n/a | Class 41: Entertainment in the nature of on-going television programs in the field of interior design, home care, decorating, gardening and entertaining; providing information in the field of interior design, home care, decorating, gardening and entertaining. | December 2, 2010 n/a |
| CHANGE YOUR HOME, CHANGE THE WORLD | 85189367 n/a | Class 2: Paints for household use; lighting fixtures; entertainment in the nature of ongoing television programs in the field of interior design, home care, decorating, gardening | December 2, 2010 n/a |

| Mark | Serial No./ Registration No. | Goods and/or Services | Application Date/ Registration Date |
|--|---------------------------------|--|--|
| | | and entertaining; providing information in the field of interior design, home care, decorating, gardening and entertaining. | |
| CHANGE YOUR ROOM, CHANGE YOUR LIFE | 85189362 n/a | Class 41: Entertainment in the nature of on- going television programs in the field of interior design, home care, decorating, gardening and entertaining; providing information in the field of interior design, home care, decorating, gardening and entertaining. | December 2, 2010 n/a |
| CHANGE YOUR HOME, CHANGE YOUR LIFETIME | 85189351 n/a | Class 41: Entertainment in the nature of on- going television programs in the field of interior design, home care, decorating, gardening and entertaining; providing information in the field of interior design, home care, decorating, gardening and entertaining. | December 2, 2010 n/a |
| THE SEDUCTIVE HOME | 85153832 n/a | Class 37: Providing information in the field of interior design, home care, decorating, gardening and entertaining; ongoing television show featuring interior design, home care, decorating, gardening and entertaining; series of books in the field of | October 15, 2010 n/a |

| Mark | Serial No./ Registration No. | Goods and/or Services | Application Date/ Registration Date |
|------------------------------------|---------------------------------|--|--|
| | | interior design, home care, decorating, gardening and entertaining; magazines and magazine and newspaper columns in the field of interior design, home care, decorating, gardening and entertaining; candles; paint; linens. | |
| CHANGE YOUR HOME, CHANGE THE WORLD | 85149981 n/a | Class 41: Providing information in the field of interior design, home care, decorating, gardening and entertaining; ongoing television show featuring interior design, home care, decorating, gardening and entertaining; candles. | October 11, 2010 n/a |
| PRESCRIPTIONS OF COLOR | 78956381 n/a | Class 2: Interior and exterior paint. | August 21, 2006 n/a |
| ANDERSON WORLD MEDIA | 77563268 n/a | Class 9: Musical sound recordings, namely, audio and video cassettes, compact discs, digital versatile discs and videotapes featuring instrumental and vocal music; digital music downloadable from the Internet. Class 41: Production and distribution of television shows and movies; motion picture film production. | September 5, 2008 n/a |
| CHANGE YOUR HOME, CHANGE | 77194034 | Class 35: Providing information about | May 31, 2007 |

| Mark | Serial No. / Registration No. | Goods and/or Services | Application Date / Registration Date |
|-----------|----------------------------------|---|---|
| THE WORLD | n/a | energy efficiency; promoting public awareness of an environmentally friendly lifestyle. | n/a |

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